Docket No.: IA 1506.01A US   PATENT
USSN: 09/295,856   Art Unit: 2125

This listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF CLAIMS:

Claims 1-20 (cancelled)

Claim 21 (withdrawn): A method for transmitting advertising, comprising:

(a)   receiving tracking information based on a tracking identifier when an electronic storage medium is accessed by a computer;

(b)   determining, as a function of the received tracking information, as a function of a retailer that sold the electronic storage medium, and as a function of a user's internet browser experience, an appropriate advertisement to transmit to the user; and

(c)   transmitting the appropriate advertisement to the user.

Claims 22-46 (cancelled)

Claim 47 (currently amended): A method for providing selective access to data on an optical storage medium comprising:

~~providing said data for storage on said optical storage medium;~~

~~requesting that~~ receiving an identifier ~~be~~ incorporated on a burst cut area (BCA) on said optical storage medium in conjunction with said data; ~~and~~

~~providing~~ receiving pertinent user information;

~~wherein said identifier identifies a specific instance of said optical storage medium;~~

~~wherein said identifier is read when said optical storage medium is inserted into a device and said identifier as well as said pertinent user information are verified at a separate database;~~

3

Docket No.: IA 1506.01A US   PATENT
USSN: 09/295,856   Art Unit: 2125

~~wherein access to said data is precluded upon unsuccessful verification of said identifier and said pertinent user information;~~

verifying said identifier and said pertinent user information at a database;

tailoring a response based on a pre-defined condition; and

passing the response to a remote location.

Claim 48 (cancelled)

Claim 49 (cancelled)

Claim 50 (currently amended): The method as recited in claim 47, wherein ~~said steps of providing said data and requesting that an identifier be incorporated are directed toward an optical disc replicator~~ the response is an authorization for an access to data stored on said optical data storage.

Claim 51 (currently amended): The method as recited in claim 47, wherein said ~~steps of providing said data and requesting that an~~ identifier ~~be~~ incorporated on said optical storage medium ~~are~~ is performed by a content provider.

Claim 52 (previously presented): The method of claim 47 wherein said data comprises multimedia data.

Claim 53 (currently amended): A system for providing selective access to data on an optical storage medium comprising:

a first receiver for ~~incorporating~~ receiving an identifier on a burst cut area (BCA) on said optical storage medium; ~~and~~

~~a source for providing data to said receiver, wherein said data and said identifier are stored on said optical storage medium;~~

4

a second receiver for receiving ~~wherein said identifier identifies a specific~~ ~~instance of said optical storage medium and is read when said optical storage~~ ~~medium is inserted into a device;~~

~~wherein said identifier and~~ pertinent user information ~~are verified in a~~ ~~separate database and wherein access to said data is precluded upon~~ ~~unsuccessful verification of said identifier and said pertinent user information;~~ said pertinent user information and said identifier being verified at a database; and

a response generator for tailoring a response to be sent to a remote location; said response being based on a pre-defined condition.

Claim 54 (canceled):

Claim 55 (canceled):

Claim 56 (currently amended): The system as recited in claim 53, wherein said ~~receiver is an optical disc replicator~~ receivers are located in one location.

Claim 57 (currently amended): The system as recited in claim 53, wherein said ~~source is a content provider~~ response is passed to a remote location.

Claim 58 (previously presented): The system of claim 53 wherein said data comprises multimedia data.

Claim 59 (currently amended): A method for providing selective access to data on an optical storage medium comprising:
   ~~receiving data from a source for storage in said optical storage medium;~~
   ~~incorporating~~ receiving an identifier on a burst cut area (BCA) on said optical storage medium along with said data; ~~and~~
   ~~providing pertinent~~ receiving user information;

5

Docket No.: IA 1506.01A US   **PATENT**
USSN: 09/295,856   Art Unit: 2125

wherein said identifier identifies a specific instance of said optical storage

medium ~~and is read upon insertion into a device~~;

~~wherein said identifier and said pertinent user information are verified at a~~

~~separate database and access to said data is precluded upon unsuccessful~~

~~verification of said identifier and pertinent user information~~;

verifying said identifier and said user information at a database; and

tailoring a response based on a pre-defined condition.

Claim 60 (cancelled)

Claim 61 (cancelled)

Claim 62 (currently amended): The method as recited in claim 59, ~~wherein~~

~~said source is a content provider~~ further comprising passing the response to a

remote location.

Claim 63 (currently amended): The method as recited in claim 59, wherein

~~said steps of receiving data and incorporating an identifier are performed by an~~

~~optical disc replicator~~ the response is an authorization for an access to data stored

on said optical data storage.

Claim 64 (previously presented): The method of claim 59 wherein said data

comprises multimedia data.

Claim 65 (currently amended): A system for providing selective access to

data on an optical storage medium comprising:

~~a source for providing data~~;

a receiver for receiving ~~said data from said source for storage in an optical~~

~~storage medium, said receiver producing said optical storage medium having~~

6

Docket No.: IA 1506.01A US   PATENT
USSN: 09/295,856   Art Unit: 2125

pertinent user information and an identifier incorporated on a burst cut area (BCA) in conjunction with said data; ~~and~~

~~pertinent user information;~~

~~wherein~~ a verifier to verify said identifier ~~is capable of being read upon insertion into a device and verified~~ at a separate database; and

~~wherein access to said data is precluded upon unsuccessful verification of said identifier and said pertinent user information~~

a response generator for tailoring a response to be sent to a remote location; said response being based on a pre-defined condition.

Claim 66 (cancelled):

Claim 67 (cancelled):

Claim 68 (previously presented):   The system as recited in claim 65, wherein said source is a content provider.

Claim 69 (currently amended): The system as recited in claim 65, wherein said response is an authorization for an access to data stored on said optical data storage

~~receiver is an optical disc replicator~~.

Claim 70 (previously presented): The system of claim 65 wherein said data comprises multimedia data.

Claim 71 (currently amended): A method for providing selective access to data on an optical medium comprising:

7

receiving at a server computer an identifier information read from said optical storage medium on a burst cut area (BCA), wherein said identifier information identifies a specific instance of said optical storage medium;

receiving at a server computer pertinent user information;

verifying said identifier information and pertinent user information using a database; ~~and~~

tailoring a response based on a pre-defined condition; and

transmitting said response to a remote location; said response being an authorization for an access to data stored on said optical data storage ~~key upon successful verification of said identifier information~~.

Claim 72 (cancelled):

Claim 73 (cancelled):

Claim 74 (previously presented): The method as recited in claim 71, wherein the identifier information is updated and stored in a BCA database.

Claim 75 (previously presented): The method as recited in claim 74 further comprising broadcasting one of the identifier information and the updated identifier information.

Claim 76 (previously presented): The method as recited in claim 71 further comprising utilizing the identifier information to direct one of an e-commerce transaction and a "buy me" button to a retailer.

Claim 77 (previously presented): The method as recited in claim 71 further comprising providing a logic to control access to a web site, the logic being based on the identifier information stored on the BCA.

8

Docket No.: IA 1506.01A US   PATENT
USSN: 09/295,856   Art Unit: 2125

Claim 78 (previously presented): The method as recited in claim 71 wherein the logic redirects a consumer to a storefront of a retailer.

Claim 79 (withdrawn): A method comprising:

tracking information of a consumer using a burst cut area identifier stored on a storage medium;

providing the tracked information to an advertiser; and

selecting discount based on the tracked information to send out to the consumer.

Claim 80 (withdrawn): The method as recited in claim 79 wherein the tracked information is information on a track disc abnormality or defect of the storage medium.

Claim 81 (withdrawn): The method as recited in claim 79 wherein the storage medium is an optical disc.

9